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- DATE: 05/19/93 SALES INFORMATION SYSTEM TIME: 15:17 -
- SUBJECT: RITE AID - SUMMER PROMOTION SENDER: C. E. MOSER/2942 -
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SUBJECT: RITE AID - SUMMER PROMOTION

DEAR MANAGERS;

RITE AID HAS ACCEPTED THE WINSTON SUMMER PROMOTION $4.00 OFF CARTON/ $.40 A PACK FOR ALL RITE AID STORES.

DISTRIBUTION OF THE PROMOTED PRODUCT WILL START THE WEEK OF 5-24-93.

A 40 PACK DISPLAY IS AUTHORIZED FOR THE BACK BAR. PLEASE PLACE THE $.40 PROMOTED PRODUCT IN THEIR PCD AS WELL AS THE 40 PACK TEMPORARY DISPLAY.

YOU ARE AUTHORIZED TO PLACE $4.00 OFF A CARTON COUPONS ON THE NON-PROMOTED PRODUCT AS WELL AS $.40 OFF COUPONS ON NON-PROMOTED WINSTON PACKS. ALSO, YOU ARE AUTHORIZED TO COUPON WINSTON SELECT PROMOTED PRODUCT.

THREE PIECES OF P.O.S. ARE AUTHORIZED TO BE PLACED IN THE DISPLAY AREA.

WINSTON PROMOTED PRODUCT WILL FLOW THRU THE NORMAL DISTRIBUTION CHANNELS FOR 1 MONTH OR WHILE SUPPLIES LAST.

PLEASE CALL, IF YOU HAVE ANY QUESTIONS.

YOUR ASSISTANCE WITH RITE AID IS GREATLY APPRECIATED.

SINCERELY,

CURT

CEM/KFC

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*** END OF MESSAGE ***

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